



C LINK

COMMUNICATION



Kelly Miller
Business Librarian

Quantify. Justify. ROI.

Communications and Market Research Tools.

Are those words from the latest communicator's rap song or what you hear when you propose an innovative marketing program, promotional idea, or one-of-a-kind special event?

Backing up your inventive ideas with quantifiable data, third-party research, competitive info and the like can help transform your creative hunches into sound, ground-breaking business programs helping your organization leap forward.

Join our AWC chapter on September 6 as Kelly Miller, Business Librarian, helps steer you in the right direction on how to find the answers so you can systematically quantify your business ideas. Entitled "Communications and Marketing Research tools," Kelly's presentation offers a basic overview of the Library's business resources, including online consumer, competitive and company databases. Ways

to uncover demographic information by geography will also be covered, along with additional online research websites and other resources valuable to today's communicators.

Along with being the Business Librarian for the Springfield-Greene County Library District, our speaker is also the Manager of the Park Central Branch. For five years, Kelly called Kansas City home while working in the advertising field. She holds a bachelor's degree in business administration from the University of Missouri, along with a master's degree in library science. Active in the Springfield community, she is a member of the Springfield Metro Rotary Club, Springfield Area Chamber of Commerce and The Network for Springfield's Young Professionals. Kelly is also one of the Library liaisons to the Library Crew, the Young Professionals' Library advocacy group.

MARK YOUR CALENDAR NOW!

Sept 6, Meeting
11:30 a.m. - 1:00 p.m.

University Plaza

333 John Q. Hammons
Kansas or Arkansas Room
Downtown Springfield
11:30 AM - Networking
12:00 PM Member Spotlight
Introductions & Lunch
12:30 Speaker

Please RSVP to awood@aeci.org
No-Shows will be billed lunch charges:
Members and 1st time Guests \$15
AWC Student members or
full-time degree-seeking
students \$14
Repeat Guests \$18

Upcoming Speakers:

DATE: October 4

LOCATION: Associated Electric
Cooperative headquarters

SPEAKER: Kim Hartmayer, Personal coach
TOPIC: Overcoming Personal Barriers to
Professional Growth

DATE: November 8

LOCATION: AEI

SPEAKER: Panel of local AWC members
TOPIC: Highlights from the
National AWC Conference in Tulsa

DATE: December 6

LOCATION: AEI

SPEAKER: Dr. Jo VanArkel, Drury
TOPIC: Putting the Creative back into
Creative Writing

PRESIDENTIAL PONDERINGS



I am excited about the National conference coming this October and hope you are as well. It'll be my first time attending, so I was ecstatic about the "What to Expect from National" webinar offered on August 5th.

Three members from different AWC Chapters shared their experiences from past conferences and got me further ramped for the event.

My favorite story of the three was that of Deborah Sullivan of sportsdiva.com. She had aspirations of becoming a sports writer, but considered this a pipe dream. As a newbie in the field of communications, she knew how hard it was to simply break into the field and couldn't fathom how to develop her trade into a personal passion. Skeptical, Deborah took off to Philadelphia for the AWC National Conference.

That first evening, she sat next to Martha Finny who was presenting the next day on "Finding Your Calling, Loving Your Life." She mentioned her dream of wanting to be a sportswriter and how she would never see it fulfilled. To that, Martha said, "Why not?" and encouraged Deborah to step out of her comfort zone and brand herself through a website and blog. Since then, Deborah has developed a network of writers, broadcasters and mentors. And it all started from the dinner conversation that first night!

The other two webinar speakers shared how National Conference has helped them professionally and personally. They shared how they learned more depth about their trade and gained insights that they could take back to the office and put to work. In fact, Kathy McFeeters said that she comes back from AWC National Conference brimming with excitement, prepared to challenge herself and motivated to make positive changes. Not only that, the long-term friendships and exposure she got from attending are priceless.

If you're planning on attending, don't go without some forethought to your purpose for being there, though. Linda Garb, scheduled speaker this year, said that she recommends attendees plan a giant scavenger hunt: prepare specific questions to find answers at the event. When choosing your sessions, go through the choices and consider what will help you in your current position. (To see the session line-up, visit <https://www.womcom.org/AWCConferences/2011/Events/schedule.asp>)

I think we all can learn something valuable from this whether we plan on going to the AWC National Conference or not. Every meeting, conference and event we go to is a chance to learn from others, mentor others and expand our network of possibilities. This year, the Springfield Chapter has a spectacular line-up of programs and speakers. Let's make the most of each meeting with a conscious effort to connect and grow from each opportunity that arises. I know I will!

Angela Frizell, President

The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.



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NEWS AND TIDBITS

The Results are in!

Many thanks to the 56% of the group who participated in the AWC 2011-12 program survey! We appreciate your time, comments, and suggestions for future speakers. A special thanks as well goes to Maggie Castrey for her help in creating the survey.

According to your feedback, the top 6 topics that you would most like to hear about next year are:

- 1) Communications and market research tools
- 2) Update on social media
- 3) Technological tools for communicators
- 4) Strategic communications planning
- 5) Where have all the journalists gone?
- 6) Creative writing techniques

The program team is actively seeking speakers for the upcoming year based on these responses. Please note that on Tuesday, September 6th, we will be launching our new year with Lisa Miller, speaking on Communications and Market research tools

Dear Members,

By now, you've received some emails from AWC National sharing the fantastic opportunity to attend the national conference in Tulsa. We have nine people pre-confirmed to attend so far, but still have room for more!

The Early Bird registration deadline is September 7. If you are going to National, please make plans to attend the Springfield Chapter Planning Meeting so we can lock in your early bird group rate of \$395.

Please bring your pre-filled registration form (attached) and respond to this email to let me know you're coming!

Angela Frizell

Fall Membership Drive

Do you know someone interested in

joining AWC? September 15 begins the fall membership drive. New members who join September 15 through mid-November will save when the \$50 application fee is waived. They will also save more when they attend the National Conference at the members' rate. Go to womcom.org for membership information.

Listen up! Network. Get engaged.

It's a new era for PR and marketing professionals. Learn from the best at the Public Relations Society's 2011 Professional Development Conference, 8:30 am to 3 p.m., Tuesday, Sept. 20, at the Springfield Area Chamber of Commerce, 202 S. JQ Hammons Parkway.

Members of AWC enjoy the same discounted registration fee as PRSA members: \$75 until Sept. 9. After that, the fee is \$85. Register at www.swmoprsa.org

Speakers include David Grossman, CEO of The Grossman Group, Chicago, one of America's foremost authorities on communication and engagement inside organizations. Mike Koehler, president and chief strategist of Smirk New Media, Oklahoma City, will share new trends in online brand monitoring through social media. Etiquette for business professionals, online and in professional settings, is the topic for Sheri Hawkins, owner of 2balance, a Springfield PR and communications agency.

Attendees can become Showcase Sponsors for an additional \$50. Benefits are placement of promotional material on Showcase tables, recognition during the event, special designation on name tag, and recognition in PRSA promotional outreach. Details on sponsorship are available at the registration site, www.swmoprsa.org,

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DairiConcepts Launches New Corporate Brand

A fresh look for its website and a re-designed logo reflect DairiConcepts' new corporate image as an agile innovator within the highly competitive food industry. That's according to President Jeff Miyake, as DairiConcepts rolls out the new website and corporate brand Aug. 17.

DairiConcepts makes cheese- and dairy-based ingredients for companies in the food industry. It has built its business by providing application-specific products and services to meet the unique requirements of its customers. In the process, it has become more innovative and flexible in developing customized products.

DairiConcepts' new, easily navigated website, www.dairi-concepts.com, showcases these products, the food trends it supports and its technical capabilities. One particularly beneficial site feature is a user-friendly tool that allows qualified food industry professionals and product developers to quickly access information about ingredients and order samples.

The site also demonstrates how DairiConcepts' product lines offer extensive flavor selections to meet market de-



mands and trends. Its product lines support natural and clean label declaration, health and wellness, organic, kosher, halal and ethnic choices.

"Families increasingly take their food choices seriously. During the past decade,

DairiConcepts has developed an excellent track record for anticipating trends and helping our clients deliver foods that match tastes and preferences," Miyake said.

He added that DairiConcepts' new corporate brand reflects the company's innovative nature. The logo's use of swirls in graduated colors represents a flexible, dynamic company committed to new product developments, technologies and international expansion. The green represents DairiConcepts as a growing company; the blue represents corporate integrity and professionalism; and the yellow-orange denotes the company's energy and creativity.

"Our new corporate brand is distinctive, as is our website," Miyake said. "They personify DairiConcepts to the world, and we believe our customers will continue to be proud to be associated with our brand and to link to our website."

Have Women Really Made Any Progress?

Maggie Castrey suggested the following article.

By Dr. Nancy D. O'Reilly

Are you frustrated with the continuing wage gap between men and women?

Annoyed with our low representation in leadership positions, both corporate and political?

Me, too. But, lest you think we've not made progress, check out these ads from the fifties and earlier. It'll restore your perspective to see how things were for our mothers and grandmothers! (And maybe help us forgive them a little.)

Remember, 100 years ago women couldn't vote and not too long before that, women were chattel! <http://www.>

[bspcn.com/2010/05/27/25-horribly-sexist-vintage-ads/](http://www.bspcn.com/2010/05/27/25-horribly-sexist-vintage-ads/)



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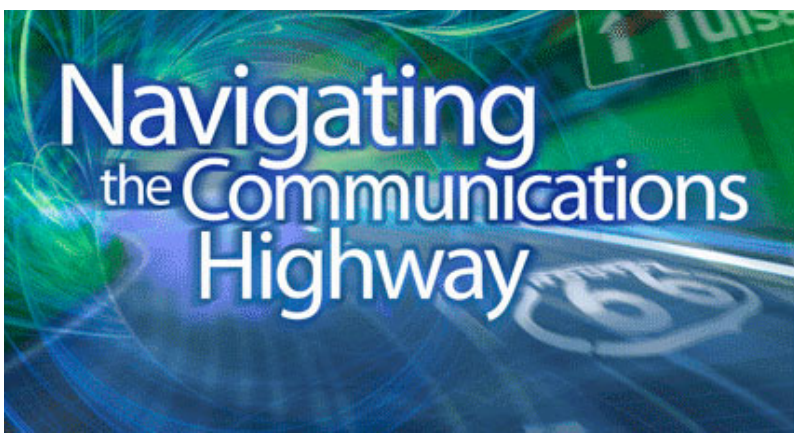
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360 Chocolate Vodka	\$26.19	\$16.49
360 Vanilla Vodka	\$26.19	\$16.49

Harter House *World Flavors*
Wine & Food Sampling



Oct. 13–15, 2011
Tulsa, Oklahoma
AWC NATIONAL CONFERENCE

2011 National Conference INDIVIDUAL Registration Form

Registration Policies

- Ⓜ To receive the Early-bird rate, registration must be postmarked by Sept. 6, or received by AWC National Headquarters by Sept. 7.
- Ⓜ Notice of cancellation must be received by Sept. 7 to qualify for a refund. Refunds are less a \$75 processing fee.
- Ⓜ Substitutions are allowed in lieu of cancellation. Please contact AWC National Headquarters in that event.
- Ⓜ Hotel registration deadline is 5:00pm Pacific Time, Sept. 19, 2011. After cut off, call to check on availability and rates.
- Ⓜ A block of rooms is being held in AWC's name at a special rate, however once the block is full or the reservation deadline has passed, the hotel may charge the prevailing rate at that time.
- Ⓜ Special dietary and access needs must be noted on the registration form, at least 2 weeks in advance of event.

1. REGISTRANT INFORMATION:

First Name: _____ Middle Name: _____ Last Name: _____

Member: YES NO

Member ID *Required* if Member: _____

Located on membercard. If you forgot your Member ID, please contact members@womcom.org or call 703-370-7436 during 9-4 Eastern time.

Company Name

Job Title

Chapter Affiliation (if applicable)

Chapter Officer Title (if applicable)

2. CONTACT ADDRESS (this is where all mailing regarding conference will go):

Address 1

Address 2

City

State

Zip Code (5 digits Only)

E-mail

Phone # including area code